



Bites. crunch

A new approach to **table-top** shooting during Covid-19, and in the future...

A NEW WORLD ORDER, NEW STANDARDS, A NEW PROCESS

The landscape we will come to find after Covid-19 will be a huge test of the adaptability and flexibility of our teams and processes. Working possibly in remote environments will most certainly become a part of our everyday lives for the next months, and perhaps forever.

For our industry, we find ourselves in an unprecedented and new situation. Both locally and globally it is proving to be extremely difficult, yet can become an **opportunity for the initiation and introduction of many valuable process optimizations**. In the long-term, a remote based production process will most likely become one of the standard work models, however to implement, it requires a thorough reorganization of the **current processes**.

Let us guide you through this process. Based on our many years of experience and unique production standards, we know we have all the necessary tools and competences to make these changes.



A NEW APPROACH: "SMART REMOTE"

How will working with a **Remote Director** look like?
How to shoot a film with the Client being so distant from the studio?
How to downsize studio crew from a few dozen people to perhaps a dozen or so?

These new realities present numerous challenges for the table-top industry.

Our response to these oncoming times is "**SMART REMOTE**" - the proces based on precise and creative tests preceding the shoot, executed remotely. In fact, we've been using this approach for years. We have carried out remote productions for brands from different parts of the world many times. Currently, "**smart remote**" is gaining a new, full form with us.

Smart Remote

Our strength, is that we have the largest and the **finest technical facilities** on the market and second to none remote working skills, which are part of an extremely effective overall **process**.

We are one of the most **experienced** companies specializing in table-top in the whole world.



BITES / CRUNCH – WHO ARE WE?

SERVICE STUDIOS /

Bites and Crunch are service studios with the largest technical and most experience in the world when it comes to table-top and SFX production. We implement projects that require specialized processes and experience - from the most technically advanced ones, to those that are carried out with new media in mind (digital).

FULL PRODUCTION SUPPORT /

We offer production solutions that are individually tailored to each project. Our expertise results from our focus and specialization. In the pre-production and implementation process, we pay particular attention to the smallest details, which ultimately affect the quality of production - both in creative, visual and operational terms.

HIGHEST TECHNICAL EXPERTISE /

Hundreds of completed projects and a large team of technicians, make us an exceptionally good partner for achieving even the most complex and demanding visual effects on set.

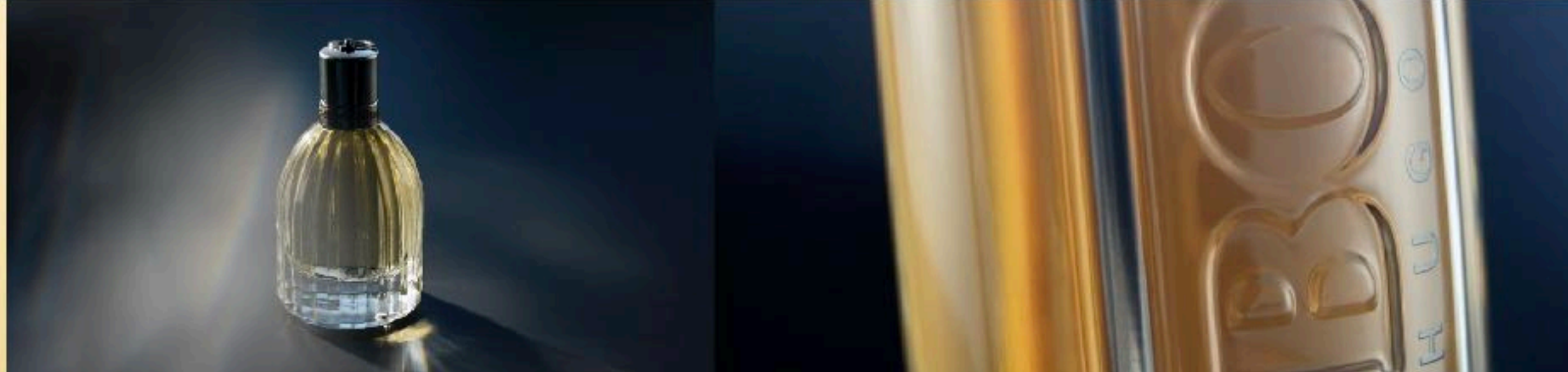
FACILITIES AND REALIZATION POSSIBILITIES /

Together, **Bites and Crunch** have the world's largest implementation potential dedicated to table-top projects. Nearly 2000m² of studio space and technical facilities, 3 BOLT robots and full film technology are of great importance when it comes to efficiency, quality and safety of film production.

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WHAT KIND OF WORK DO WE DO?

FULLY COMPLETE TABLE-TOP PROJECTS /

complex projects usually involving complicated and demanding effects shots

PACK SHOTS & PRODUCT SHOTS /

individual shots or sequences focusing on a product and/or a packaging shot. Product demos, parts of films including actors, end frames in TV commercials

COOKING FILMS /

films that present recipes, product presentations, by showing their properties and culinary uses

BEAUTY & FASHION /

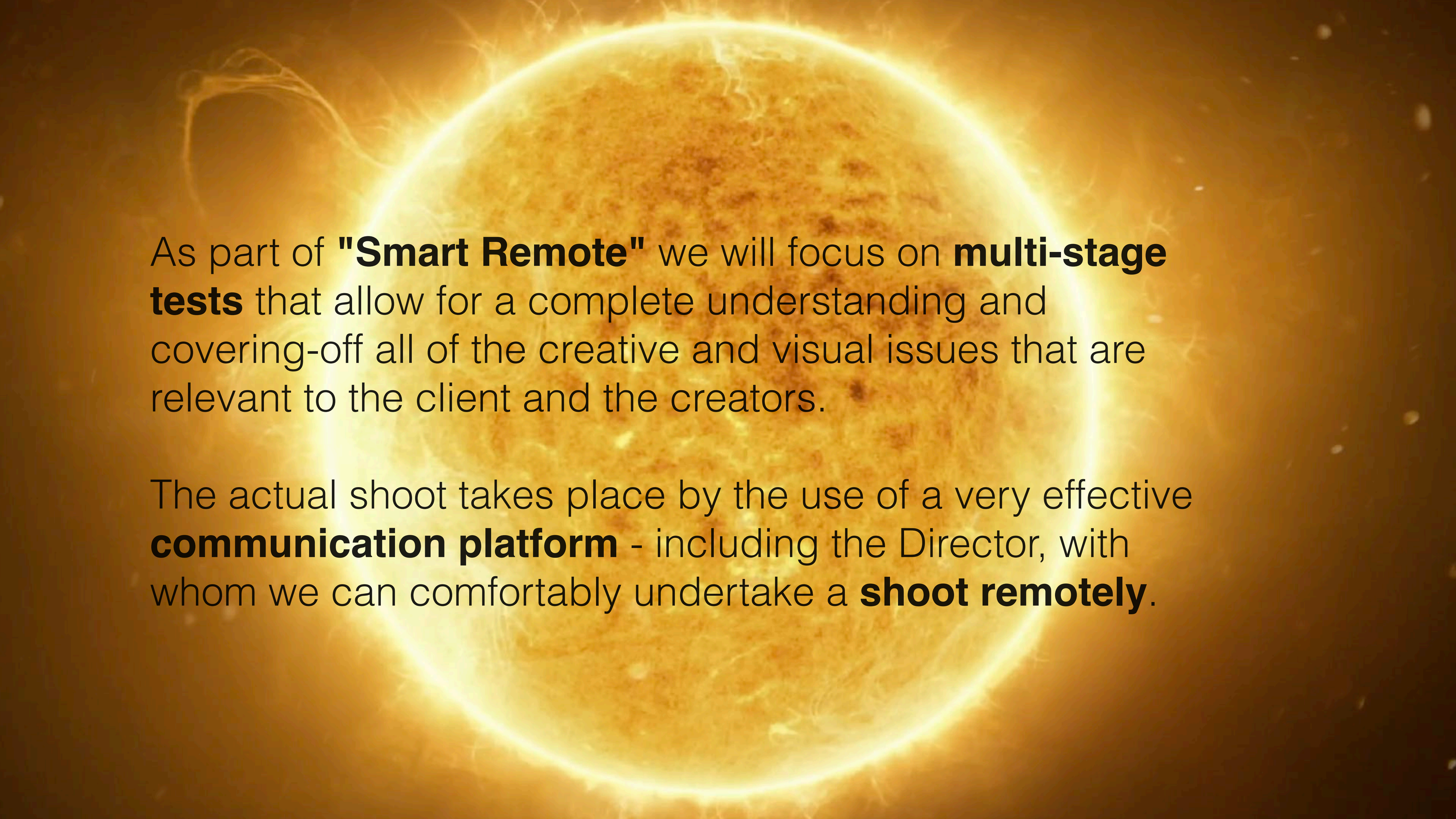
live action, individual shots or sequences depicting the aesthetics and properties of specific products from the beauty & fashion industry





„SMART REMOTE“

step by step



As part of "**Smart Remote**" we will focus on **multi-stage tests** that allow for a complete understanding and covering-off all of the creative and visual issues that are relevant to the client and the creators.

The actual shoot takes place by the use of a very effective **communication platform** - including the Director, with whom we can comfortably undertake a **shoot remotely**.

1. DURING THE PRODUCTION PROCESS WE FOCUS ON PREPARATIONS AND TESTING

Pre-production has always been the most important part of the whole process for us. The new working conditions will require more determination, certainty and accurate decisions. That is why we want to have control over it even more this stage.

What does this mean in practice?

- more advanced pre-testing – in essence reflecting the final project by 70-80%*
- aside from any special effects, the tests will also detail: camera movement, required lighting, simplified set details, props and the initial considerations for effective food styling*
- many more conversations and discussions will be held concerning the final materials being created and more time will be given to the introduction of any corrections before the final shoot commences*
- in certain situations, the actual pre-production process may be spread over several days*

1. Briefing

- storyboard analysis
- remote meeting with the Creative Team and the Director

STAGE OUTCOME

clear design assumptions, Director's expectations

2. Studio treatment

- preparation of any reference materials
- second working meeting with the Creative Team and the Director

STAGE OUTCOME

detailed shooting steps based on studio reference materials

WHAT WE ACHIVE

an in-depth analysis and eventual directions for visual effects

3. Preparation & testing

- special effects tests
- camera movement tests
- lighting tests
- simplified set tests
- food styling tests

STAGE OUTCOME

the Director and the Client can see individual shots and special effects as recorded and with camera movement

WHAT WE ACHIVE

the Director and Client see individual shots and special effects recorded with camera movement

4. Pre-shoot

- general rehearsal of all tangible elements.
- communication tests with the Director and the Agency
- final concept test

STAGE OUTCOME

editing outline of selected sequences or the whole film

WHAT WE ACHIVE

clearly at the stage of pre-production the film is advanced in its completion - it creates the possibility of a very exact final implementation assessment

5. Shoot

- complete remote shoot together with full crew

STAGE OUTCOME

final footage

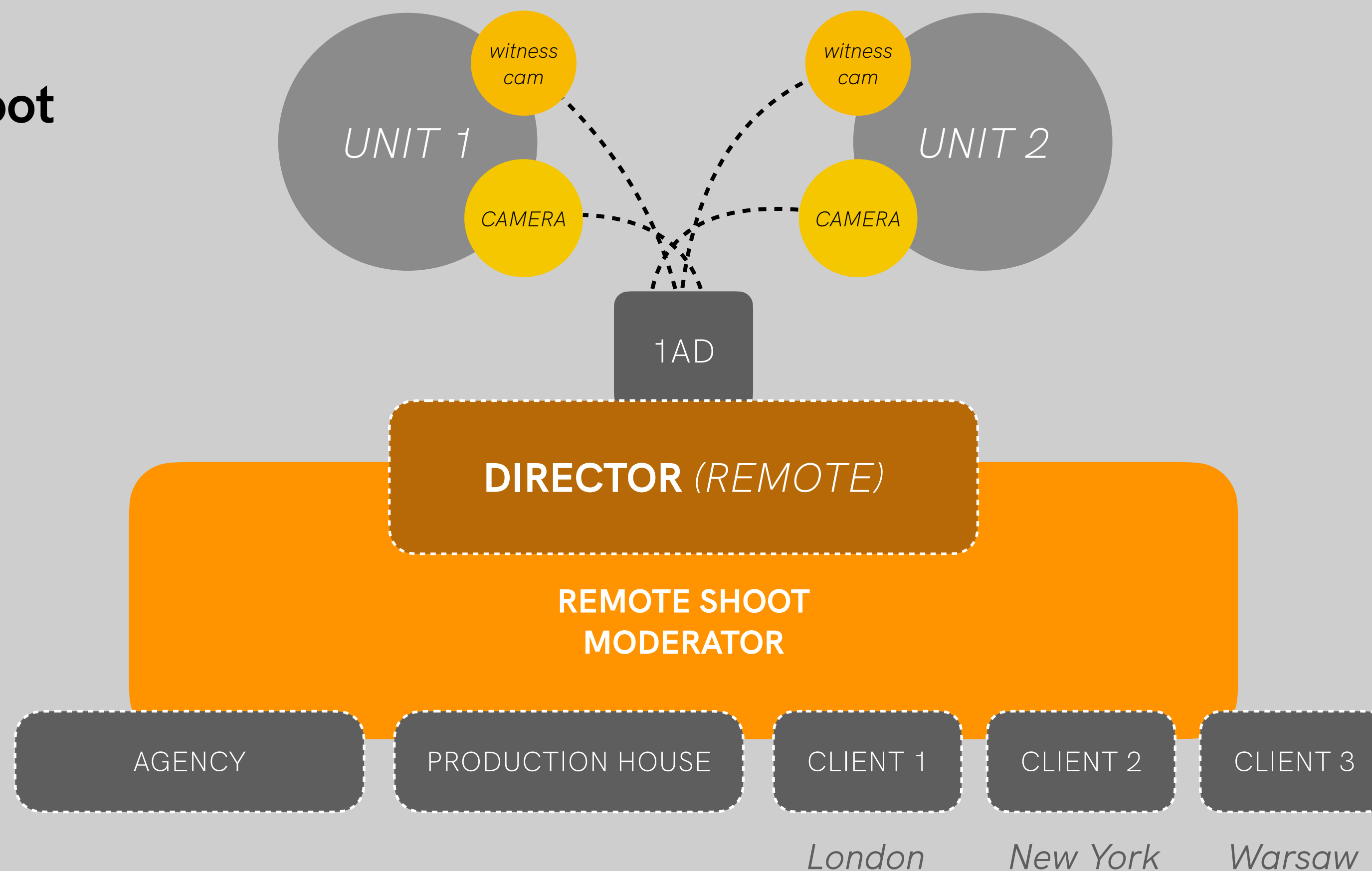
2. WE ARE FOCUSING ON AN EFFECTIVE REMOTE SHOOT

At the present time, the physical presence of Creatives or Clients on set presents many difficulties. It may happen, that the Director will be physically absent.

We have created solutions that allow for fully-fledged working, that does not limit in any way, the quality of the work or the freedom for qualified decision making.

- *a tangible organization of the complete work process, including software and hardware solutions*
- *communication solutions ensuring a complete peace-of-mind and comfort of the Director's input (if he is working remotely)*
- *the studio operates with only the absolutely necessary team members present, with specific competencies and extensive experience in working together*
- *introduction of simultaneous working involving 2 or more units (two robots and two cameras at the same time) - we have an unquestionable reputation for efficiency, which perfectly fits into the specifics of remote working*

From what we have noticed, is that a well organized and **well planned remote shoot** actually increases **efficiency** and the quality of the work



3. SAFETY FIRST

In the coming months, the studio space will become the friendliest work environment - because it is fully manageable, while remaining a place that is flexible and full of possibilities.

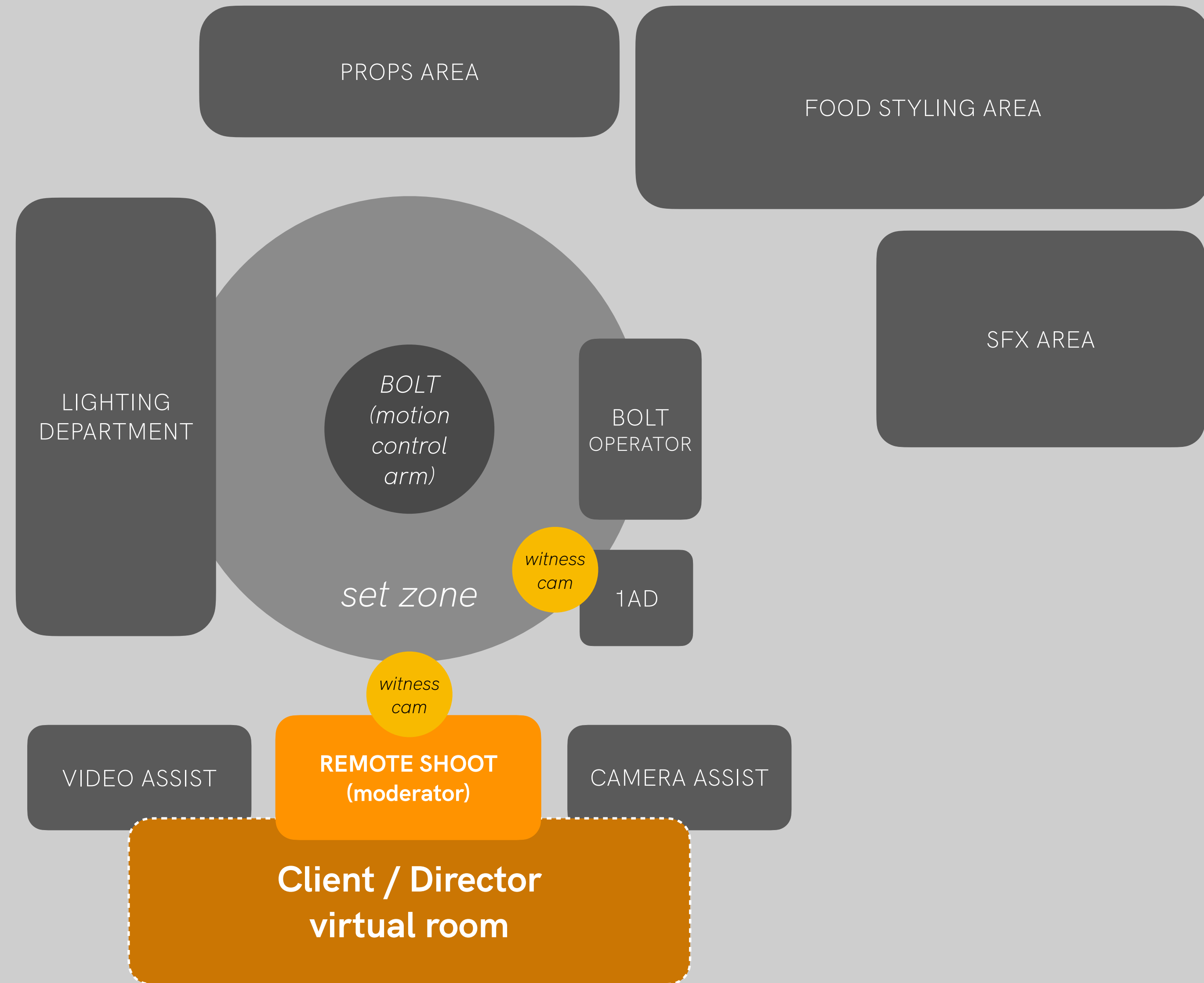
We will of course continue to comply with current and future national directives and restrictions related to Covid-19. At the same time, we are introducing additional solutions related to work safety on the set.

OUR "BEST PRACTICES":

- *we are minimizing the size of the team that is required at the studio*
- *we are using overalls, masks, disinfectants as necessary*
- *the studio space is ozoned frequently*
- *only people examined by a qualified doctor before entering the studio, will be permitted on set*
- *we have introduced restricted movement zones for individuals on set*
- *we will organize the shoots in such a way as to increase the physical distance between people*
- *each participant within our team has a "double", who can be called upon as necessary*
- *we provide safe catering*

SET ORGANIZATION SPECIFICS

- reduction of people crossing paths,
- the set manager controls the movement of people / entering and leaving the set,
- ensuring maximum distancing between people,
- "workflow" on set, is organized so that crew members work safely.



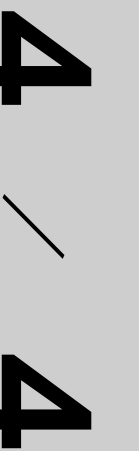
Physical organization of the stage under the "**Smart remote**" model - **1 UNIT** / Bites.

4. WE SUPPORT CREATIVITY AND WE SHARE KNOW-HOW

Now, the creative stage becomes even more important from the point of view of production feasibility. A close, creative and open sense of cooperation, will bring a new value to the freshness and quality of creativity.

Therefore: already at the stage of conceptualisation or explication, we are actively supporting Creative Teams and Directors. We encourage you to create product-oriented concepts - ones that you can produce on a smaller set. We are intensifying creative consultations - and we will help to develop ideas in such a way so that they are perfectly planned for implementation in the studio, as well as sourcing relevant reference material, and collating it all for presentation purposes.

During **the new process**, we will, over time, be placing more emphasis on an increased intensity of creative work, pre-production and testing.



WE ACTIVELY SUPPORT SIMPLIFIED FORMATS

Simple digital formats and product presentations as part of e-commerce, are at the moment, extremely sought after by content marketers.

At **Crunch**, we create content dedicated to new media. Our projects are created as a separate process, in which we focus on cost and organizational optimization. This allows one to take advantage of the possibilities currently available only for large projects created for the needs of television.

As part of such formats, we can implement, among others:

- pack-shot films
- simple culinary films (we have an in-house mobile scenography kitchen set)
- simple cosmetics films
- live action shoots on an available and prepared limbo

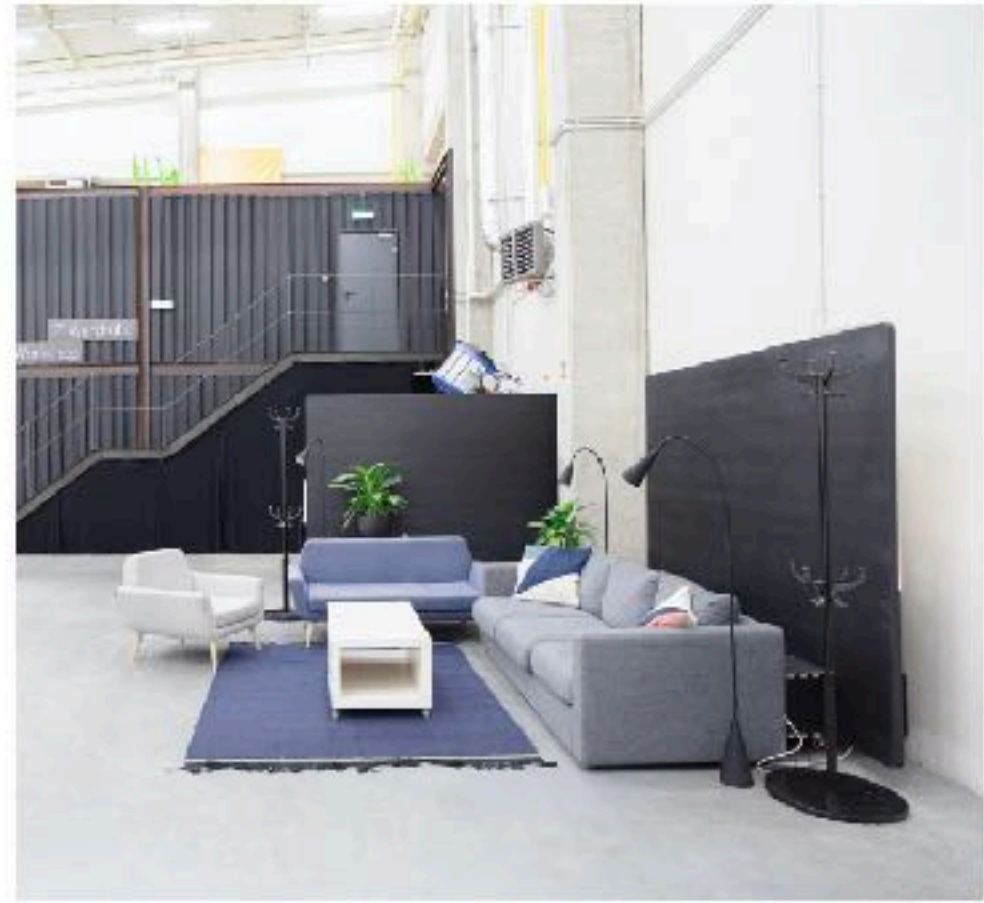
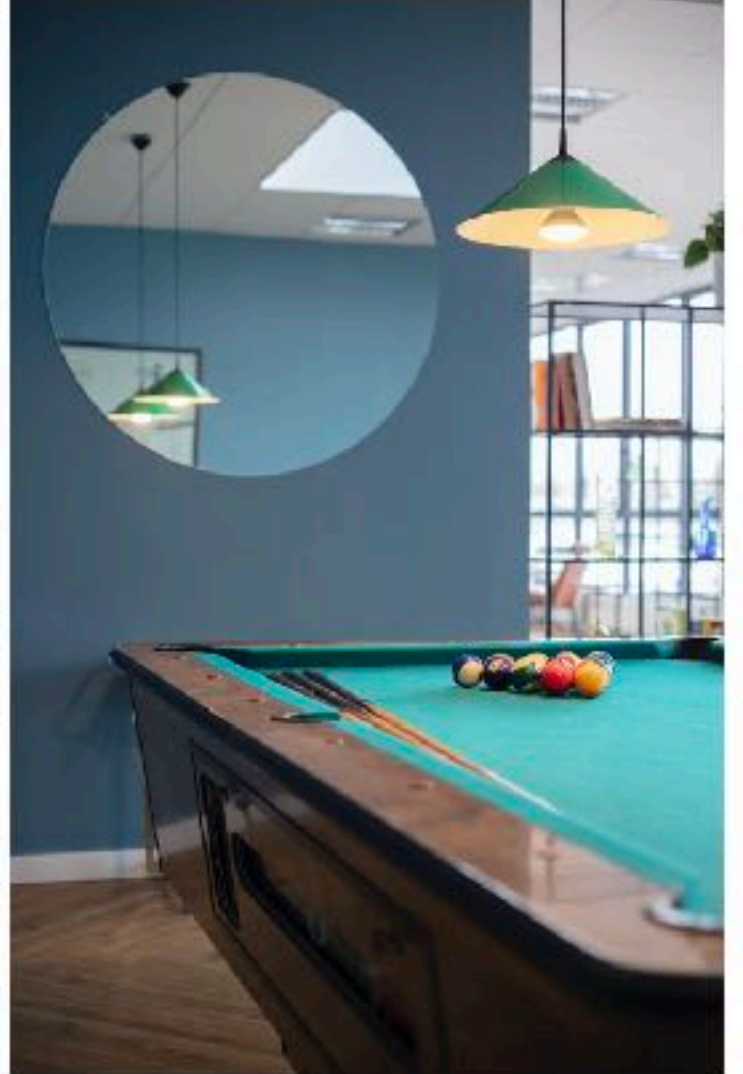
WHY US?

The Team: a complete production team, in-house FX team, working regularly with the best Polish and international film Directors,

Technical facilities: 3 robots (2 on tracks), 2 fully equipped studios with a vast area of close to 2,000m², a mobile kitchen set, cameras, lighting, video technology,

...and, most importantly: a unique level of experience, **competence and expertise**, appreciated by Creative Teams and Directors from all around the world.





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**See you on set –
remotely of course! :)**

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